



2. Doctors from Canada in MDA Service



3. The First MDA-thon in Israel



4. Saving Lives Behind the Scenes



5. A Promising Visit from France



6. The Jill & Norman Fleet was Dedicated with MK Avi Dichter at the MDA Blood Services



Picture of the week on instagram

Billboards that were hung in Migdal Ha'Emek in honor of MDA volunteers in the city



7. Epic Trek to Save Lives in Israel



8. In Memory of Victims of Terror



9. Brilliant Evening for MDA by Magen David Adom Australia

**Do you have an interesting story?
An exciting news?**

Send us to:

info@mda.org.il



Doctors from Canada in MDA Service

Another group of Canadian specialists arrived in Israel

This week, a fourth group of Canadian specialists landed in Israel and joined an international seminar to expand medical assistance to Israeli residents in emergency situations. This is the fourth seminar held every year for the last four years that the MDA Friends Society in Canada is a partner and sends a group of doctors from different specialties every year.

The doctors came to Israel voluntarily to contribute their knowledge to MDA and to the mission of saving lives in Israel.

The seminar, which was attended by Canadian doctors, took place in Jerusalem, during which two days of theoretical lectures were given by MDA personnel.

After the theoretical training, the doctors joined the shifts in MDA ambulances throughout Jerusalem.

During the seminar, the doctors met with MK Yehudah Glick, who praised MDA's activities, the volunteers' activities, the advanced technologies used by the organization, and the great professionalism of the medical teams. MK Glick shared his own story that thanks to MDA teams exactly four years ago, his life was saved after an attempted assassination by a terrorist.



Photos: MDA Spokesmen



The First MDA-thon in Israel

MDA Presents: Start-Up for Saving Lives

In early October Magen David Adom, in cooperation with the Afeka College of Engineering, held a hackathon for the first time, dedicated to the development of technological products designed to help save lives. As part of the lifesaving hackathon, titled "the MDATHon", technology, product and content professionals convened to develop technological projects dedicated to emergency medical services. The MDA-thon participants worked in small teams to develop lifesaving technologies.

MDA Director General Eli Bin recently appointed the organization's Medical Technology Committee which is geared towards integrating technologies designed to enhance MDA's services offered to the public and technological advancement designed to save lives including reducing response times, enhancing medical care, an array of training and information to the public, the MDA Blood Services, and more. The MDA-thon was designed to allow the public a part in this effort.

Approximately 60 participants took part at the MDA-thon. Participants were MDA employees and volunteers, and the general public who are experts in various disciplines, including mechanical engineering, medical engineering, electrical engineering, industrial engineers, robotics experts, engineering students, paramedics and medics, a doctoral student of medicine and a physician.

They all worked to innovate the field of emergency medicine and develop prototype technologies that will lead to reducing response times for the arrival of MDA teams on the scene of events, and enhance educational tools.

During the conference MDA provided the participants with access to the current technology and rescue vehicles used by MDA. Afeka College of Engineering allowed the participants access to its laboratories, equipment and staff. Teams were assisted by mentors from both MDA and Afeka College of Engineering who provided the teams with support and encouragement as well as with answers to technical and professional questions.



Photos:
Yael Bengio

Saving Lives Behind the Scenes



At the beginning of October 2018, MDA dedicated 2 new stations which were donated by an anonymous Israeli donor, who has supported MDA and Israel's citizens for many years. The 2 stations were built in collaboration with the chairman of the Local Council, and local emergency personell in an effort to reduce MDA's response times in Israel's periphery and improve MDA's services in the area.

The dedication of the Shaked Station in the northern SHomron was attended by the Shomron Regional Council Chairman, Mr. Yossi Dagan, MDA Deputy Director- Community, Dr. Eli Yafe, the Deputy Regional Commander of the Sharon Region, employees of MDA's Building and Properties Department, and employees and volunteers who will staff the station.

The station was built as part of the new emergency services complex for the Shomron Regional Council which includes a fire station, and provides emergency services for the towns in the northern Shomron, Wadi Ara, and Highway 6 and are an integral part of emergency services provided by the Sharon Region.

The Hof HaCarmel station is located on the northern coastal plain between Zichron Yaakov and Tirat Hacarmel, just south of Haifa. The ceremony was attended by the local regional council, Mr. Carmel Sela, his deputy, the CEO and chief security officer of the council, the Regional Commander of the Asher Region, the Deputy Regional Commander of the Carmel Region, and MDA employees and volunteers who will be staffing the station. The station is located in the emergency services complex for the area and provides emergency services for the northern coastal towns as part of the emergency services provided by the Carmel Region. At the ceremony, Mr. Sela thanked the donor for assisting in saving lives in the northern coastal towns.



Photos: MDA Spokesmen

A Promising Visit from France

Last week visit of Mr. and Mrs. Alain Merieux visited Israel and MDA.

Mr. Merieux is a successful entrepreneur and French politician, he is the owner of the Merieux Institute, one of the biggest pharmaceutical laboratory in the world.

During the visit the couple, accompanied by MDA Director General Eli Bin, met the President of Israel, Mr. Reuven (Ruvi) Rivlin, in his residence.

The President warmly congratulated Mr. Merieux for supporting the State of Israel and MDA.

In another exciting meeting Mr. Merieux was welcomed by the Chairman of the Knesset, Mr. Yuli-Yoel Edelstein.



Photos: MDA Spokesmen

The Jill & Norman Fleet was Dedicated with MK Avi Dichter at the Magen David Adom Blood Services

Friday, September 21st in an emotional and touching ceremony at the MDA Blood services the Jill & Norman Lifesaving Fleet was officially dedicated in the presence of the generous donors, Norman and Jill, from London England.

The ceremony was attended by the donors, Member of Knesset and Chairman of the Foreign Affairs and Defense Committee Avi Dichter, MDA Deputy Director General Blood Services Prof. Eilat Shinar, CEO of MDA UK Mr. Daniel Burger, MDA volunteer medics which operate the lifesaving vehicles as well as friends and representatives.

At the opening of the ceremony MDA British Desk Director Ido Gutin told the participants of the significance of the lifesaving vehicles and reviewed their activity including that of an ambulance donated by the couple in 2016 and is operated in Eilat which was not present.

"Over 3,000 patients were treated by MDA teams thanks to these special vehicles and this includes 16 babies born or treated by them and they are in a way your grandchildren, you are literally part of MDA's lifesaving family!" said Gutin excitedly as he gave Norman and Jill their own MDA medic vests.

MDA Deputy Director General Blood Services, Prof. Eilat Shinar thanked the donors for their generosity and warmth as well as their connection to Israel and all that they do for the country. "There aren't many like you, you are magnificent people that I had the pleasure of meeting several months ago in London and today we are here dedicating your gifts for the wellbeing of the people of Israel."

MK Avi Dichter, Chairman of the Foreign Affairs and Defense Committee, also thanked Norman and Jill for their contributions and help to such an important organization - Magen David Adom in Israel. In an emotional and moving gesture, at the end of the dedication ceremony and tour of the Blood Services, MK Dichter announced he is donating blood in honour of Norman's birthday taking place that weekend! "It is my honour to donate in your name as a gift for your birthday to mark this special day" said MK Dichter to Norman. Daniel Burger, MDA UK CEO, thanked Norman and Jill for their most generous donations to MDA and continued support since 2016. "Your deeds for MDA and for the State of Israel are special and worthy of praise" summarized Burger.

Jill who spoke on behalf of Norman as well said to everyone "we are proud to assist MDA in their mission to save lives."



Photos: MDA Spokesmen

Epic Trek to Save Lives in Israel

The third and largest trekking mission by MDA UK to date has completed a staggering 70 KM hiking challenge in Central and North Israel and fundraised collectively over £130K for a brand new MICU to save lives in Israel. The unique trekking mission set out from London in early October, comprised of 39 brave individuals, with several veteran trekkers from previous years, all set on raising enough funds for a brand new Mobile Intensive Care Unit. In 5 days they crammed site visits to MDA facilities, grueling trekking in the North of Israel and taking part in ambulance shifts!

The mission began by visiting MDA facilities such as the current National Blood Services and the site of the currently under construction protected Blood Center and Logistics center in Ramle. They then continued to the MDA National Medical Dispatch where they gained insight into the technology developed and used by MDA. They met with Senior MDA officials including MDA's Deputy Director General of Blood Services, Prof. Eilat Shinar and Chief Financial Officer Alon Fridman. The group joined spectator shifts on MDA's Intensive Care Units and ambulances throughout central Israel and witnessed firsthand the lifesaving work of the volunteers and workers of the organization. Before the end of the mission the group dedicated last years ambulance made possible by the efforts of the 2017 Trekking Mission.

Robert Eden, Two-Time Trekker, 2017 and 2018 described his shift - "A unique experience that money can't buy but donations make possible. Just seeing the amazing charity and its people at work was completely humbling and massively rewarding."

Nicki Cohen, who joined the 2018 October MDA Trek shared her thoughts about the experience: "Trekking in Israel this year for Magen David Adom was an experience I will never ever forget. From visiting the Blood Centre and the Dispatch Centre, to racing

through Jerusalem at dawn with the sirens blaring, we were able to truly see the real work that this incredible charity does. The trekking was not easy. It was hot and tough but very worthwhile and the friendships made along the way will last a lifetime."

"I'm one of two people to have done the 'Triple' - three treks in a row for Magen David Adom. In three short years, we've jumped from just 7 people on one trek, to 39 in October and another 20 in November. I have been humbled not just by the enthusiasm and support of every single trekker this year, but as always, by the sheer professionalism, focus and passion of every MDA Paramedic and staff member I've had the privilege of meeting. MDA is truly a global family and I'm honored to be a part of it. October's group, made up of Jewish and Christian supporters of Israel, is well on its way to purchasing a brand new Mobile Intensive Care Unit for the people of Israel - there is no better feeling and I take my hat off to every single person who laughed, cried, stumbled and helped each other through the experience," said Michelle Rosenberg, Trek & Missions Manager, MDA UK.

The MDA UK Trek challenge is a one of a kind experience where participants enjoy Israel in a unique way all while contributing towards the wonderful cause of lifesaving in Israel and seeing exactly how their funds are making a huge difference. MDA thanks the UK Trekkers for their hard work and support and look forward to welcoming them and new trekkers in future trekking adventures.



In Memory of Victims of Terror

On Friday October 12 at 8:30 in the morning, a medicycle was dedicated through Christian Friends of Magen David Adom at the Bloomberg Station. The donors were from a non-profit called Ma'asay Yahdav (the work of His Hands). The Board of Directors is a combination of Jews and Christians lead by their founder, Doris Mintz. Their work includes building bridges between Christians and Jews in their community in Georgia and giving to those in need living in Israel. The dedication was made in memory of terror victims of the stabbing attack in Halamish in July 2017 of Yossi Salomon 70, his son Eldad 36, and his daughter, Chaya 46. Also in attendance were President and Director of Christian Friends of Magen David Adom, Anne Ayalon and Elana Watson, along with CFMDA's advisor, Connie Wilson, and Director of MDA's International Relations, Yoni Yagodovsky.



Photos: MDA Spokesmen

Brilliant Evening for MDA by Magen David Adom Australia

On Thursday September 27th Magen David Adom Australia held a brilliant evening for MDA Israel. Over 100 guests in attendance were honored to hear from Col. Gili Shenhar on his experience in disaster relief and humanitarian aid.

Col. Shenhar, Gili Shenhar, a retired Colonel from the Israel Defense Forces (IDF) served in active duty from 1976 to 2003. During the 2009, 2012 and 2014 conflicts in the South (Cast Lead & Pillar of Defense & Protective Edge), Col. Shenhar was recalled as a senior spokesperson for the HFC. Shenhar has been a part of several delegations to disaster areas with the IDF (including to Haiti in 2010 & to Nepal in 2015 & to Mexico in 2017) and as a part of UNDAC missions.

Shenhar spoke about his firsthand experience assisting the people of

Mexico when a devastating earthquake struck in 2017.

The evening was joined by 16 paramedic students from Victoria University, Melbourne Australia who recently visited Israel and trained with Magen David Adom for 3 weeks.

The students were presented with certificates of appreciation by Hon. David Southwick MP.

